

**Appl. No.** : **09/710,690**  
**Filed** : **December 10, 2000**

**Amendments To The Claims**

This listing of claims will replace all prior versions, and listing, of claims in the application:

Listing of Claims:

Kindly cancel claims 1-20.

Kindly add the following new claims:

21. (New) A method, comprising:

receiving an order over the Internet at a server, via a web-based interface, said order received from a consumer, said order specifying at least one product to be purchased;

receiving payment information from said consumer over the Internet;

based on said receiving said order and said payment, determining one of a plurality of different order fulfillment locations to send said at least one product to said consumer;

sending contents from said order, from said one of said order fulfillment locations based on said determining, to the consumer, using a shipping method;

subsequent to said sending, allowing the consumer to return the contents from said order to a local retailer, different than

**Appl. No.** : **09/710,690**  
**Filed** : **December 10, 2000**

said server and different from said one of said order fulfillment locations, and

responsive to said consumer returning said contents, refunding the payment received as part of said payment information.

22. (New) A method as in claim 21, further comprising maintaining an inventory management system that determines for said plurality of fulfillment locations, amounts of inventory maintained at least at a plurality of said fulfillment locations.

23. (New) A method as in claim 22, wherein said determining comprises determining an order fulfillment location to send said product which is physically closest to said consumer.

24. (New) A method as in claim 22, wherein said determining comprises determining an order fulfillment location to send said product which is within a specified mailing time to said consumer.

25. (New) A method as in claim 22, further comprising storing information indicative of inventory at local retailers, and also storing information indicative of other local retailers, and using said information to select one of said retailers to send said products, and using said refund of said item to

**Appl. No.** : **09/710,690**  
**Filed** : **December 10, 2000**

increase an indication of a number of items stored at said retailer.

26. (New) A method as in claim 21, wherein said order fulfillment locations have different names than a name associated with said server which receives said order, and wherein said order fulfillment location receives said name associated with said server.

27. (New) A method as in claim 26, further comprising rebranding the order at the order fulfillment location using said name associated with said server.

28. (New) A method as in claim 21, further comprising informing the order fulfillment location when the consumer returns a product.

29. (New) A method as in claim 22, further comprising analyzing orders to determine product trends based on geographic territory.

30. (New) A method as in claim 22, further comprising analyzing orders to determine product trends based on demographics.

**Appl. No.** : **09/710,690**  
**Filed** : **December 10, 2000**

31. (New) A method, comprising:

receiving an order over the Internet at a server, via a web-based interface, said order received from a consumer, said order specifying at least one product to be purchased;

receiving payment information from said consumer over the Internet;

based on said receiving said order and said payment, determining one of a plurality of different order fulfillment locations to send said at least one product to said consumer, wherein said order fulfillment locations have different names than a name associated with said server which receives said order, and wherein said order fulfillment location receives said name associated with said server;

rebranding the order at the order fulfillment location using said name associated with said server;

sending contents from said order to the consumer, from said one of said order fulfillment locations based on said determining, and including said rebranding, using a shipping method, said sending being to said consumer.

32. (New) A method as in claim 31, further comprising, subsequent to said sending, allowing the consumer to return the contents from said order to a local retailer different than said server and different from said one of said order fulfillment locations, and

**Appl. No.** : **09/710,690**  
**Filed** : **December 10, 2000**

responsive to said consumer returning said contents,  
refunding the payment received as part of said payment  
information.

33. (New) A method as in claim 31, further comprising  
maintaining an inventory management system that determines for  
said plurality of fulfillment locations, amounts of inventory  
maintained at least at a plurality of said fulfillment locations.

34. (New) A system, comprising:

an Internet server, running a program having a web-based  
interface, capable of receiving an order from a consumer, where  
said order specifies at least one product to be purchased, and  
which also receives payment information from said consumer over  
the Internet;

an inventory management system, maintaining information  
indicative of inventory, and determining one of a plurality of  
different order fulfillment locations to send said at least one  
product to said consumer, and sending information to said one  
order fulfillment location, indicating that said order should be  
sent to said consumer using a shipping method,;

a return system, which determines that the consumer has  
returned the contents from said order to a local retailer  
different than said server and different from said one of said  
order fulfillment locations, and responsive to said consumer

**Appl. No.** : **09/710,690**  
**Filed** : **December 10, 2000**

returning said contents, refunding the payment received as part of said payment information.

35. (New) A system as in claim 34, wherein said order fulfillment locations have different names than a name associated with said server which receives said order, and wherein said order fulfillment location receives said name associated with said server.

36. (New) A system as in claim 35, further comprising a rebranding system that rebrands the order at the order fulfillment location using said name associated with said server.